ABSTRACT

A method and apparatus for conducting bidding sessions in various modes to arrive at the highest or lowest price. The invention allows a primary user to set the objective of the bidding session (i.e., to obtain the maximum price if the primary user has a good or service to sell, and to obtain the minimum price if the primary user is looking for goods or services to buy). The invention allows bidders to participate in and receive immediate feedback on the status of the bidding session with an ordinary web browser, even if the bidder is working from the opposite side of a firewall. The invention also provides a method and apparatus for hosting bidding sessions conducted on behalf of the primary user.

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